

# 42<sup>nd</sup> Annual NJ HFMA Institute

## in conjunction with the Metro Philly Chapter

By: Erica Waller, President-Elect NJ HFMA

### Thank you for your support in 2017

First off, I would personally like to thank you on behalf of the NJ HFMA AI Planning Committee for supporting our 2017 Institute! Without our sponsors, the Institute would never happen. Our conference provides our attendees and sponsors with an array of networking opportunities to ensure that you achieve a high return on your investment.

### 2018 Sponsorship Opportunities

We are pleased to offer a 15% discount to those sponsors who commit to returning next year by the end of this year's Institute. To obtain the discount, you must submit the enclosed application by 3/1/2018.

If you are interested in upgrading your sponsorship and can't find something suitable on the sponsorship opportunities list we are also happy to build you a custom sponsorship to meet your needs and budget.

### Exhibitor Booth Registration

All Exhibitor Booth sponsorships include 2 full conference registrations (unless otherwise stated in your agreement).

\* If you would like to register additional people from your organization beyond your comps, please choose the appropriate registration type. Do not use the Sponsor Vendor Registration type. Anyone incorrectly registered above your allowed comps, will be invoiced.

### Exhibitor Booth Kit

Please note all booths include 8' high back drape, 3' high side rails, an identification sign, 1-6' draped table, 2 side chairs, and a waste basket. The exhibit hall is located in the Event Center. The Event Center is carpeted.

We recommend all items be shipped to Vista Convention Services through their Advance Warehouse. If you cannot meet the advance shipping deadline, please review the exhibitor services kit for show site shipping instructions. Materials can be brought in through the hotel by use of a bellman. There will be a hotel charge for this service.

### Group Dining

We understand that as Sponsors and Vendors, you will likely want to entertain customers/prospects. We respectfully ask that you do that on Wednesday night after 8pm or on Thursday night from 8pm-10pm to ensure that all attendees can fully participate with all of our Institute events.

If you are interested in setting up a group dining experience at Borgata, contact reservations at 609.317.1000 for reservations up to 12 people. For reservations over 12 people, contact Group Dining 609.317.7294 they will be able to support your reservations and menu planning requirements.

Thank you in advance for your support!

My best,  
Erica



**42nd Annual Institute of the New Jersey Chapter of  
HFMA The Borgata Hotel, Casino & Spa  
Wednesday October 3, 2018 through Friday October 5, 2018**

**Early bird discount of 15% expires 11/1/2017; funds must be received by 1/31/2018**

	Number Available	Cost
<b>President's Reception Sponsor - Premium Sponsorship Level</b>	<b>1</b>	<b>\$ 7,000</b>
Premier Booth Location - Vendor		
Demo Time - 30 Minutes		
3 Complimentary Institute Attendee Registrations		
Signage at Event, Company logo will be on drink napkins & plastic cups		
Includes a <i>Promoted Post</i> in the activity feed of the mobile app during your event		
Includes one mobile app Push Notification of the event		
Includes a pre- and post-attendee list (given out 2 weeks before and 1 week after)		
Promotional Item (Provided by Sponsor) distributed at Registration		
Company Logo on 2018 NJ HFMA Annual Institute Website		
Company Logo scrolling on screen before and after keynote & general education sessions		
<b>Thursday Entertainment Event at PREMIER Nightclub</b>	<b>1</b>	<b>\$ 7,000</b>
3 Complimentary Institute Attendee Registrations		
Signage at Event, Company logo will be on drink napkins & plastic cups Includes a <i>Promoted Post</i> in the activity feed of the mobile app during your event		
Includes one mobile app Push Notification of the event		
Includes a pre- and post-attendee list (given out 2 weeks before and 1 week after)		
Promotional Item (Provided by Sponsor) distributed at Registration		
Company Logo on 2018 NJ HFMA Annual Institute Website		
Company Logo scrolling on screen before and after keynote & general education sessions		
<b>Charity Event Sponsor</b>	<b>1</b>	<b>\$ 7,000</b>
3 Complimentary Institute Attendee Registrations		
Signage at Event, Company logo will be on drink napkins & plastic cups Includes a <i>Promoted Post</i> in the activity feed of the mobile app during your event Includes a second <i>Promoted Post</i> in the activity feed for 1 hour during the conference Includes a pre- and post-attendee list (given out 2 weeks before and 1 week after) Promotional		
Item (Provided by Sponsor) distributed at Registration		
Company Logo on 2018 NJ HFMA Annual Institute Website		
Company Logo scrolling on screen before and after keynote & general education sessions		
<b>Keynote Sponsor - Premium Sponsorship Level</b>	<b>1</b>	<b>\$ 6,000</b>
Premium Booth Location in Exhibitor Hall		
Vendor Demo Time - 30 Minutes		
3 Complimentary Institute Attendee Registrations		
Keynote Speaker Introduction by Company Representative		
Signage at Keynote Session		
Includes a <i>Promoted Post</i> in the activity feed of the mobile app during Keynote Session		
Company Logo on 2017 NJ HFMA Annual Institute Website		
Company Logo scrolling on screen before and after keynote & general education sessions		
Includes a pre- and post-attendee list (given out 2 weeks before and 1 week after)		

<b>Friday Education Panel Sponsor</b>	<b>1</b>	<b>\$ 5,000</b>
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Priority Booth Placement in Exhibit Hall  
3 Complimentary Institute Attendee Registrations  
Speaker Panel Introduction by Company Representative  
Signage at Friday Education Panel Session  
Includes a pre- and post-attendee list (given out 2 weeks before and 1 week after)  
Company Logo on 2017 NJ HFMA Annual Institute Website  
Company Logo scrolling on screen before and after keynote & general education sessions

<b>General Session Sponsor</b>	<b>7</b>	<b>\$ 5,000</b>
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Priority Booth Location in Exhibitor Hall  
3 Complimentary Institute Attendee Registrations  
General Session Speaker Introduction by Company Representative  
Signage at General Session  
Includes a pre- and post-attendee list (given out 2 weeks before and 1 week after)  
Company Logo on 2017 NJ HFMA Annual Institute Website  
Company Logo scrolling on screen before and after keynote & general education sessions

<b>Exhibit Vendor Sponsor with Vendor Demo Session</b>	<b>6 available</b>	<b>\$ 5,000</b>
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Includes Exhibit Vendor Booth  
2 Complimentary Institute Attendee Registrations  
Vendor Demo Time – 30 Minutes (session will be during lunch in Exhibitor Hall)  
Utilize time to demonstrate your company's latest products and/or services  
Specific set time to be assigned (during lunch on Wednesday or Thursday)  
Session will take place in a classroom in the back of the vendor hall  
Includes a pre- and post-attendee list (given out 2 weeks before and 1 week after)  
Company Logo on 2018 NJ HFMA Annual Institute Website  
Company Logo scrolling on screen before and after keynote & general education sessions

<b>Mobile App Sponsor</b>	<b>1 available</b>	<b>\$ 5,000</b>
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Includes Exhibit Vendor Booth  
2 Complimentary Institute Attendee Registrations  
Your company will have its own featured section in the mobile app main menu  
Includes one mobile app Push Notification of the event  
Includes three 60 min. *Promoted Posts* in the activity feed of the mobile app during the conference  
Includes a *Promoted Post* in the activity feed for 7 days before and after the Institute  
Includes a pre- and post-attendee list (given out 2 weeks before and 1 week after)  
Company Logo on 2018 NJ HFMA Annual Institute Website  
Company Logo scrolling on screen before and after keynote & general education sessions

<b>Breakout Education Sponsor</b>	<b>4 available</b>	<b>\$ 4,500</b>
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Priority Booth Placement in Exhibit Hall  
3 Complimentary Institute Attendee Registrations  
Signage at Break-out Education Sessions  
Includes a pre- and post-attendee list (given out 2 weeks before and 1 week after)  
Company Logo on 2018 NJ HFMA Annual Institute Website  
Company Logo scrolling on screen before and after keynote & general education sessions

<b>Exhibit Vendor Booth Sponsor</b>	<b>25 available</b>	<b>\$ 3,850</b>
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Includes Exhibit Vendor Booth  
 2 Complimentary Institute Attendee Registrations  
 New Vendor Fair Schedule for valuable face time with attendees  
 Includes a pre- and post-attendee list (given out 2 weeks before and 1 week after)  
 Company Logo on 2018 NJ HFMA Annual Institute Website  
 Company Logo scrolling on screen before and after keynote & general education sessions

<b>NJ Charity Auction Raffle Gifts</b>	<b>20</b>	<b>\$ 200</b>
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Donate a "gift" valued at \$200.00 or higher for our Charity Auction  
 Companies that donate gifts will be recognized via signage at the event, on AI website, company representative will announce the winner. We will be using an exclusive bingo card for attendees to visit these booths for a chance to win a prize.

<b>Sponsorships that do NOT include an exhibitor booth or a Pre- or Post-Attendee List</b>
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Conference Bag Sponsor	<b>SOLD</b>	1	\$3,500
Conference Badge Sponsor		1	\$3,500
Media/Printing Sponsor - have your logo on all of our signage		1	\$3,500
Wednesday Breakfast Sponsor		1	\$2,500
Wednesday Lunch Sponsor		1	\$2,500
Thursday Breakfast Sponsor		1	\$2,500
Thursday Lunch Sponsor		1	\$2,500
Friday Breakfast Sponsor		1	\$2,500
Lunch & Learn Sponsor		2	\$2,500
Wednesday Coffee Break Sponsor (includes 2 breaks)		1	\$1,500
Thursday Coffee Break Sponsor (includes 2 breaks)		1	\$1,500
Friday Coffee Break Sponsor		1	\$1,000
Wednesday Institute Committee Member Shirt Sponsorship - company logo to be placed on sleeve of the shirt		1	\$2,000
Thursday Institute Committee Member Shirt Sponsorship - company logo to be placed on sleeve of the shirt	<b>SOLD</b>	1	\$2,000
Charging Station		1	\$2,500
Photo Booth		1	\$2,500
Snack Sponsor		4	\$1,500

\*Please note, all sponsors must submit their company logos to [hfma@dlplan.com](mailto:hfma@dlplan.com) in jpeg or png format. If you are a Committee Member Shirt Sponsor, Conference Bag Sponsor, Conference Badge Sponsor; we will require your logo in EPS or AI format.

\*If your sponsorship comes with a Promoted Post, you must submit to [hfma@dlplan.com](mailto:hfma@dlplan.com) no later than September 19, 2018. All submissions should be made via email to: [hfma@dlplan.com](mailto:hfma@dlplan.com). You may submit one image (640x640 pixels, .PNG) and there is a 140-character limit for text. You can include also a link to a website or to an agenda item.

**For more information please contact the NJ HFMA Exhibit Management at [hfma@dlplan.com](mailto:hfma@dlplan.com)**

**HFMA-NJ SPONSORSHIP REGISTRATION FORM**  
**42nd Annual Institute of the New Jersey Chapter of HFMA**  
**In cooperation with the Metropolitan Philadelphia Chapter**

**Early bird discount of 15% expires 3/1/2018**

Sponsor Contact Information (Person to whom HFMA should contact regarding this application and for future mailings)

COMPANY NAME: \_\_\_\_\_  
CONTACT NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_  
MAILING ADDRESS: \_\_\_\_\_  
CITY, STATE & ZIP: \_\_\_\_\_  
PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_  
EMAIL: \_\_\_\_\_

Program and Booth Sign Listing Information (all info needed for vendor advertising/please email logo as well):

COMPANY NAME: \_\_\_\_\_  
MAILING ADDRESS: \_\_\_\_\_  
CITY, STATE & ZIP: \_\_\_\_\_  
PHONE: \_\_\_\_\_ WEBSITE: \_\_\_\_\_  
DESCRIPTION OF PRODUCTS/SERVICE (30 words or less): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Do you want your exhibit booth to be near a competitor: Yes No Competitors' Name(s): \_\_\_\_\_

The undersigned is an officer, agent, or representative of the sponsor authorized to enter into this agreement.

Signature \_\_\_\_\_  
Date \_\_\_\_\_

**Sponsorship Level (please list selected sponsorship level below):**

\_\_\_\_\_  
\_\_\_\_\_

**\*If your sponsorship includes an Exhibitor Booth, will you be donating a gift (min. value = \$200.00) for the  
Charity Raffle?  Yes  No**

Exhibit Booth Includes: 8' x 10' draped booth space, one booth identification sign, one 6' draped table, two chairs, and a wastebasket.

**Payment Method:**

Check made payable to HFMA-NJ Chapter in the amount of \$ \_\_\_\_\_ (HFMA-NJ Tax ID #26-0266857)  
 Credit Card\* amount to be charged \_\_\_\_\_  Visa  
Credit Card No.: \_\_\_\_\_  MasterCard  
Name on Credit Card: \_\_\_\_\_  American Express  
Signature: \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
Credit Card Billing Address (if not the same as above): \_\_\_\_\_

**\*Please note that credit card payments to HFMA-NJ will appear as a purchase from D. Lawrence Planners, LLC on your credit card statement.**

**Cancellation Policy: Cancellations must be in writing. No refunds for cancellations received after July 1, 2018. Please send the completed application, check or credit card information to:**

HFMA-NJ Annual Institute  
c/o D. Lawrence Planners, L.L.C.  
1125 Atlantic Ave., Suite 634  
Atlantic City, NJ 08401

Tel: 609-344-1333  
Fax: 609-348-4433

